



FOR IMMEDIATE RELEASE  
(Date)

Contact: (Name)  
(Phone #)

## SAMPLE PRESS RELEASE—VIEWING EVENT

### Can (Name Town) Compete in the 21st Century? Local Students and Business Leaders Say, "Yes"

(Local Public Television) Station and (Name) School To Work System To Host  
(Name Event) for Debut of **JOBS:THE CLASS OF 2000**

Town, ST — On Friday, September 20, 1996, at 10:00 p.m. (ET), (local station) and the local **School To Work** system will host a (name event) for a groundbreaking television special called **JOBS:THE CLASS OF 2000** hosted by ABC News correspondent Cokie Roberts.

"Produced by the award-winning WQED Pittsburgh, **JOBS:THE CLASS OF 2000** will explore the new **School To Work** education concept, which is similar to a program being offered here in (town)," said (local public television station director). "By showing the power of **School To Work** from the inside out, we hope to inspire young people and embolden them to follow their dreams with the help of their schools and communities."

After watching the debut of **JOBS:THE CLASS OF 2000**, (local station) and (name) **School To Work** representatives will conduct (describe/conduct discussion) on the School To Work movement and other education reform efforts underway in (town) to meet 21st century workforce preparedness concerns.

"(Town) is already updating its education system to meet changes in the employment sector that are occurring at a breakneck speed," said (local **School To Work** executive director.) "We are solving our education and job market problems by focusing on how everyone can win."

**School To Work**, underway in (town) since (when) currently involves (how many) students and (how many) businesses. Through **School To Work** initiatives, students get work-based experience that is carefully integrated with classroom lessons. The work experience helps students understand why their classroom lessons are relevant to real life and motivates them to succeed. Meanwhile, local businesses play a greater role in educating and training their future workforce.

**JOBS:THE CLASS OF 2000** takes viewers into the lives of students who will enter the workforce around the year 2000 and features educators, business leaders, labor people, parents and community leaders who are providing hope and opportunity to students.

For more information about the (station name) event, contact (name) at (number).

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WQED Pittsburgh  
2 Fifth Avenue  
Pittsburgh, PA 15213  
800.876.1316  
412.622.6413  
<http://www.pbs.org/jobs>

National  
Education

DEPARTMENT  
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DEPARTMENT  
OF LABOR